

# **THE** ULTIMATE GUIDE TO PROFITABLE MANUFACTURING **MACHINIST**

A T I M E S G R O U P P U B L I C A T I O N



## **2023** MEDIA GUIDE



Print



Online



Email



## Why The Machinist Brand

- Targeted at decision makers
- Circulated to relevant readers
- Focused on solutions
- Based on insightful data and research
- Follows highest editorial standards
- Discusses relevant strategies
- Presents rich and useful content
- Packs premium production quality

## The Reach

Over a period of one and half decade, The Machinist magazine has built an enviable database that connects our team with the **decision makers, the influencers** and **the actual end-users** of your products and solutions. The database, which includes live email ids, is regularly cleaned up and updated to ensure that we are reaching out to the target audience.

## Online offerings

Type of advertisement / deliverable	Position	Dimensions In Pixel	Rate Per Month
Header Leaderboard	Premium	728 x 90	Rs 60,000/-
Right Panel	Semi-Premium	300 x 250	Rs 40,000/-
Right Panel (Category)	Semi-Premium	300 x 250	Rs 40,000/-
Video	Premium	MP4 (3-5) min.	Rs 60,000/-

### E-NEWSLETTER - Once every fortnight

Deliverable	Rate
Banner in E-Newsletter Weekly	Rs 75,000/-

### EMAIL BLASTS

Frequency	Rates
Once in a week	Rs 50,000/-

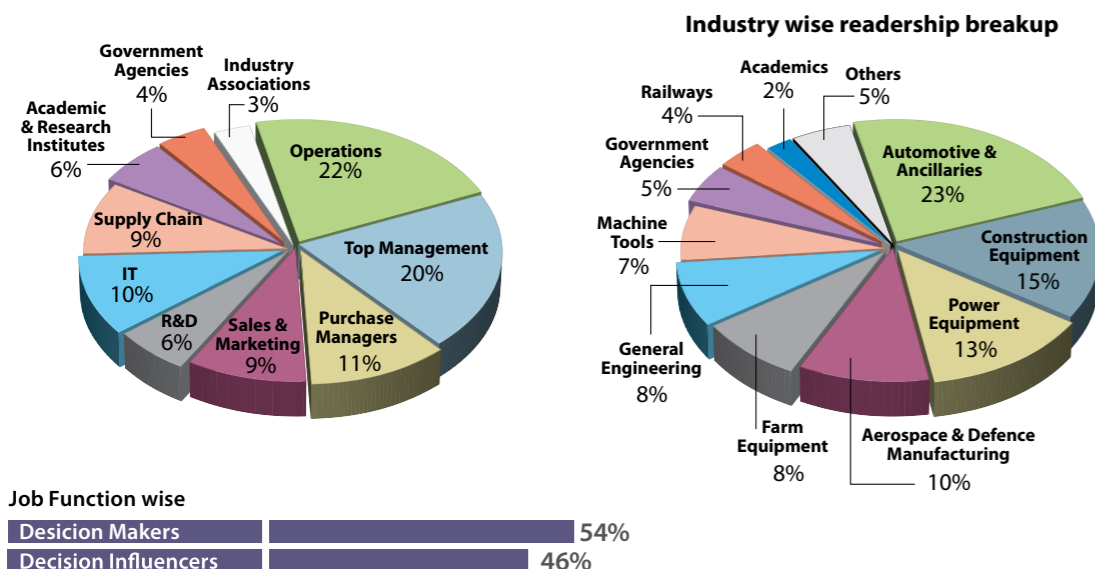
## The Machinist Magazine & Website

bring the latest and the hottest

from the manufacturing world through

news interviews  
articles  
case studies  
the machinist TV  
event previews  
products facility tours  
and much more

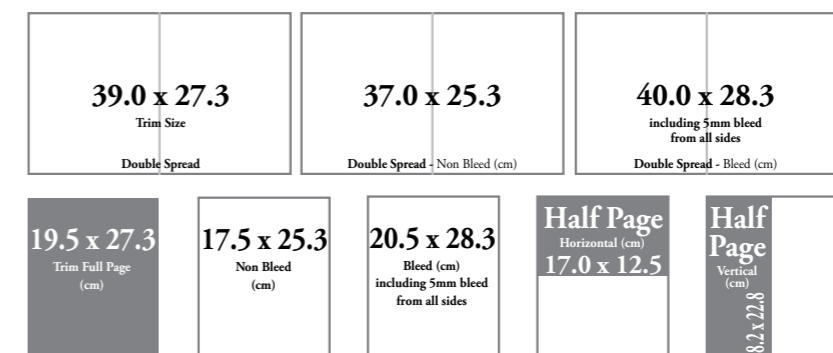
## Magazine Readership Profile



## Magazine Advertisement Rates

Position	Specifications	Rate Per Insertion (Rupees)
Front Gatefold	28.5 cm X 27.3 cm	1,70,000/-
Back Gatefold	28.5 cm X 27.3 cm	1,50,000/-
Full Page Colour	19.5 cm X 27.3 cm	70,000/-
Inside Front Cover	19.0 cm X 27.3 cm	1,35,000/-
Inside Back Cover	19.0 cm X 27.3 cm	1,25,000/-
Back Cover	19.5 cm X 27.3 cm	1,40,000/-
Double Spread	39.0 cm X 27.3 cm	1,30,000/-
Half Page Colour	17.0 cm X 12.5 cm	40,000/-

## Advertisement Dimensions (in cm)



Mode: CMYK with SWOP  
V2 Standards  
Format: Tiff or Press optimised  
PDF; 3mm cut size in bleed  
Resolution: 300 dpi

# Editorial Calendar - April 2023 to March 2024

Issue	Main Focus	Other Highlights	Features/Interviews/Technical
Apr-23	Green Manufacturing	Sustainable Manufacturing, Industrial 5G, Robotics	Design Engineering, Cloud and Infrastructure
May-23	EV Manufacturing	Automotive, CNC	Controls and software, Safety on the shop floor, TQM
Jun-23	Farm Equipment Manufacturing	Pumps and cooling, chemicals	agricultural innovation, Sustainability, water & waste water management
Jul-23	Mining Equipment Manufacturing	Material Handling Equipment, Bulk materials, Liquid handling, Foundry Equipment	Bulk Processing, Pipes and Valves
Aug-23	Construction Equipment Manufacturing	Power Equipment	Renewable Energy
Sep-23	Railways and Transport Manufacturing	Electronics Manufacturing	Annual review, Global connect and manufacturing practices
Oct-23	Farm Equipment Manufacturing	Pumps and cooling, chemicals	agricultural innovation, Sustainability, water & waste water management
Nov-23	Aerospace Manufacturing	Precision manufacturing, Nano Manufacturing	Trends, Innovations, the Internet of Things, Big Data
Dec-23	Automotive	Food & Beverage manufacturing, Plastics and Packaging, cutting tools	Process automation, Smart Factory, Instrumentation, Lubricants
Jan-24	Anniversary Issue, Ace List	Pharma and Medical manufacturing	Lean manufacturing, JIT manufacturing
Feb-24	Defence Manufacturing	Die and Mold, Metal Forming, Metal cutting	Manufacturing zones, Infrastructure, Manufacturing policies
Mar-24	Defence Manufacturing	Die and Mold, Metal Forming, Metal cutting	Manufacturing zones, Infrastructure, Manufacturing policies

Plus: News | Facility Tour | Big Interview | Plant Head of the Month | SME Zone | Event | Products

## Industries Covered

- Automotive & Ancillaries
- Aerospace
- Defense
- Heavy Industries
- Power Equipment
- Construction Equipment
- Pumps & Valves
- Foundry Equipment
- Farm Equipment
- Material Handling
- Railways
- Machine Tools
- Cutting Tools
- Automation & Robotics
- Design & IT solutions
- Dies and Mould
- Instrumentation & Controls
- Testing & Measurement
- Oils, Lubes & Coolants
- Safety & Security
- Additive Manufacturing
- Welding

### The Legacy

**The Machinist** Magazine and **TheMachinist.in** Website are part of **Worldwide Media (WWM)**, the magazine company of the **Times of India Group** and India's largest publisher of lifestyle and special interest magazines with brands like **Femina, Filmfare, Grazia, Top Gear, Good Food, Lonely Planet** and many others in its kitty.

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